



Gaia Castellani



Who I am

Gaia Castellani

I have been working in wine industry since 1995, building my experience through a **long journey** and many job opportunities, with different stakeholders and in various contexts, which now it reflects into **Wine Communication and Wine Education projects**.

The **soft skills** acquired through direct experiences have been complemented by **technical ones** (Wine Taster AP, WSET Level 3 certification, Sommelier qualification, Sensory Judge).

In 2009 I founded Incontri diVini, a small no-profit association that concerned with wine culture and wine education.

Communication...

writing



:: **Write, coordinate and supervise** the technical, commercial, and marketing editorial contents

:: Create offline and online communication campaigns to **promote** the company's image and brand, selecting the most effective communication channels to disseminate the company's key messages (**media planning**)

:: Write **contents, texts, and communications**, drafting and distributing press releases and other media materials (videos, interviews, photos, etc.)

:: Identify opportunities to **strengthen** the company's brand positioning

:: Develop the communication plan to promote the company's identity and image according to business objectives

Communication...

tasting



:: **Evaluate** wines through organoleptic analysis, providing professional judgments that are officially recognized. Completing detailed tasting sheets to document and evaluate the characteristics of a wine. Assigning scores and classifying wines according to recognized standards.

:: Writing **articles and reviews** for specialized magazines, blogs, and other wine industry media.

:: Providing consulting services to restaurants, wine shops, and wineries on wine selection, **food and wine pairing**, and wine list management.

:: Serving as a judge in **national and international wine competitions** to evaluate wines.

Communication...

talking



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:: **Organize** events and press conferences

:: Manage **public relations** and build relationships with journalists, press agencies/offices and other industry professionals

:: Manage **internal communication**

:: Manage **external corporate relations**, particularly with different stakeholders (institutions, associations, wine critics, international publications, and guides of the wine sector)

Communication...

organising

- :: **Press** Day & PressTour
- :: Event (private, corporate, leisure)
- :: **Tasting** (private, corporate, leisure)
- :: Meeting, work tables
- :: **MasterClass**
- :: Tasting educational courses
- :: Seminars and experiential workshops



Education and Training...

school and corporate

:: **Professional training**

(Fondazione Salesiani Italia Nord Est, Fondazione ITS Turismo Veneto and Enaip Veneto, IRECOOP Veneto, Istituto Tecnico Agrario Stefani Bentegodi).

Training areas: communication & marketing in the agri-food sector, territory promotion, tasting elements (wine and food)

:: Organization and management of internal corporate training for commercial network (Italy and Export managers), hospitality staff, and engagement.

:: Collaborations with cultural associations (Università del Tempo Libero di Negrar di Valpolicella, CTG Italia, Munskänkarna Sweden).





Incontri diVini is a journey, an idea, many experiences. Since 2009.

- :: Wine lover
- :: Wine professional
- :: Wine educator
- :: Wine Taster AP
- :: WSET L3

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My hashtag are

#chisiformanonsiferma #senzasensinonhasenso #incontridivini
#nosensewithoutsenses #neverstoplearning